

World Heritage Emblems & Combined Logos



UNESCO
Culture Sector
Communication, Cities, Events Unit
(CLT/CCE)

WHY USE THE LOGO?



- Immediate identification
- Worldwide network
- Common identity
- Branding reinforcement

The proper use of a shared and unique emblem contributes to:

- Convey accurate information
- Allow better orientation
- Stimulate curiosity





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World Heritage site



Different logos and emblems



For different users



And different uses



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World Heritage Convention



I - The UNESCO logo



Official graphic charter

Temple



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Acronym of the Organization

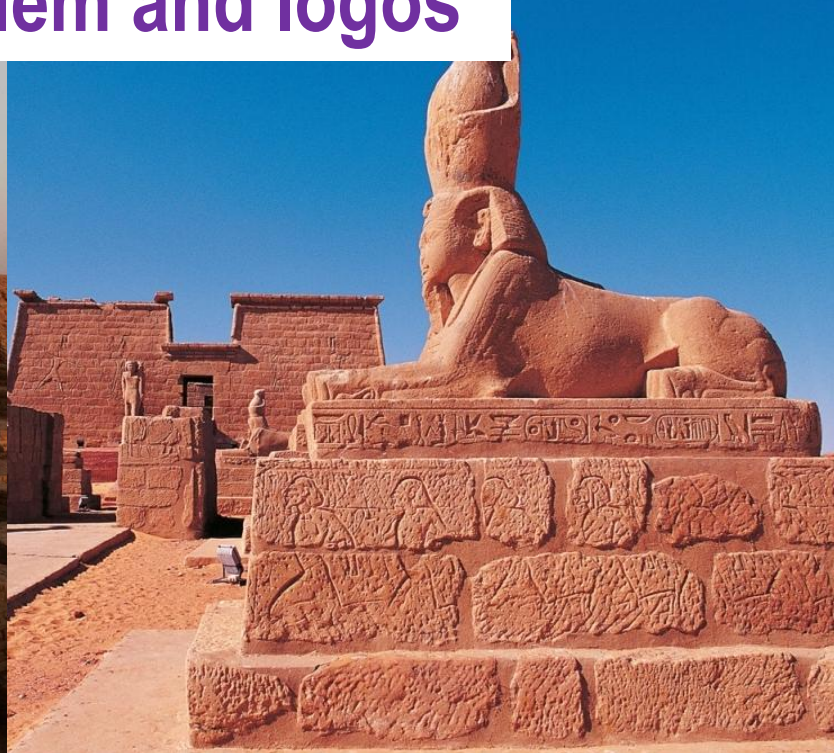
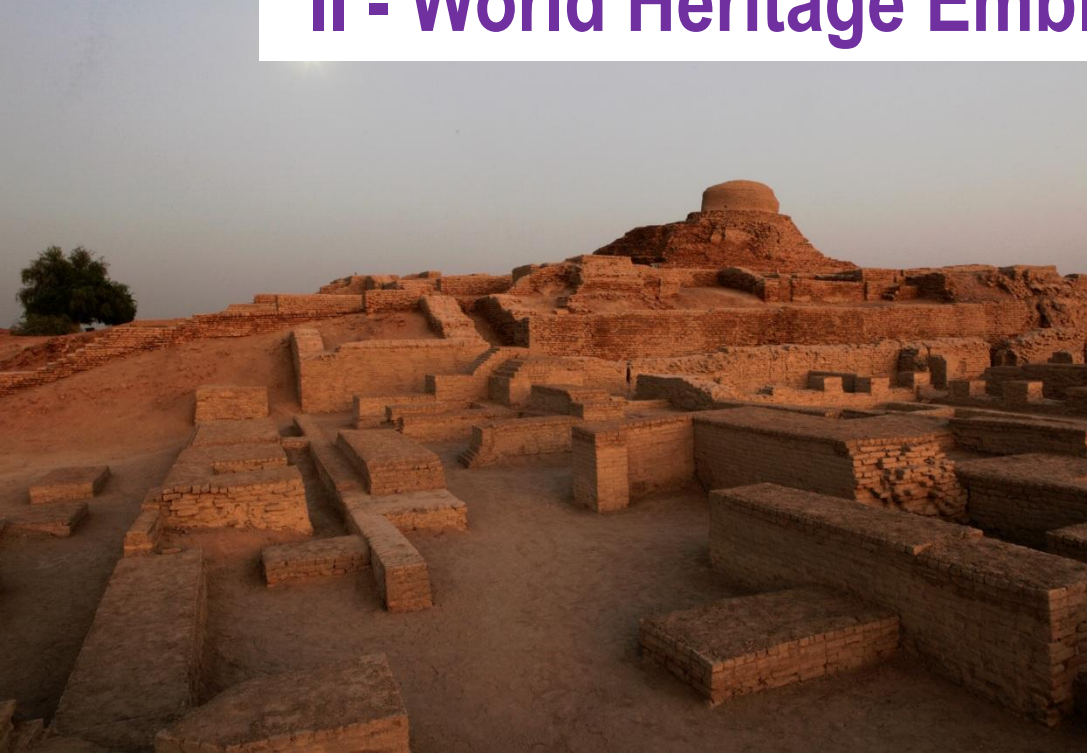


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- **The UNESCO logo is for uses dealing with general topics**
- **It is ruled by the:**
Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO
- **It is managed by the Sector for Priority Africa & External Relations, Division of Public Information (PAX/DPI)**
- **All projects must be submitted to logo@unesco.org for approval before production**



II - World Heritage Emblem and logos



1 - The World Heritage Emblem



Mr. Michel Olyff

Designer of the World Heritage Emblem



- Adopted in 1978
- Symbol of the interaction between Human Being and Nature
- Defined in **Chapter VIII** of the *Operational Guidelines for the Implementation of the World Heritage Convention*

The World Heritage Emblem

(alone)

Use for:

- **Smaller-scale communication materials**
(e.g.: social media, free stickers, flyers, pins, usb key, etc.)
- **Road signs**
(e.g.: signs indicating ways to reach the site)
- **Signs within the site**
(e.g.: information stands, pathways, walkways, building signs, etc.)
- **Communication materials for commercial use***
(any products or souvenirs for sale – see slide 12)



M. PATRIMO

Use of the emblem

Excerpt from the *Operational guidelines* Chap. VIII

VIII.E, 275, a): « The Emblem should be utilized for all projects substantially associated with the work of the Convention, [...] , in order to promote the Convention. »

VIII.E, 275, b): « [...] The main criterion for approval should be the educational, scientific, cultural, or artistic value of the proposed product related to World Heritage principles and values [...] »

and

« Approval should not routinely be granted to place the Emblem on products that have no, or extremely little, educational value, such as cups, T-shirts, pins, and other tourist souvenirs... »

VIII.E, 275, d): « Except when authorized in accordance with these principles it is not legitimate for commercial entities to use the Emblem directly on their own material to show their support for World Heritage [...] »

*Commercial use of the emblem

Excerpt from the *Operational guidelines* Chap. VIII

VIII.E, 275, b): « A decision to approve use of the Emblem should be linked strongly to the **quality and content of the product** [...] »

VIII.E, 275, h): « When commercial benefits are anticipated, the Secretariat should ensure that the World Heritage Fund receives a fair share of the revenues and conclude a contract or other agreement [...] »

And

« National authorities are also called upon to ensure that their properties or the World Heritage Fund receive a fair share of the revenues [...] »

2 – The Combined Logos



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Member of
the Associated Schools
Network



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Intergovernmental
Hydrological Programme
National Committee

UNESCO developed several logos combining :

1. The UNESCO temple on the left
2. The secondary logo (Conventions, programmes, etc.) on the right
3. The acronym of the Organization
4. Various mentions



**For World Heritage,
combined logos include:**

Site-generic logo

Each World Heritage site has a generic logo:



- I. **Unique and common to all** World Heritage sites
- II. **Exclusive use** for national authorities and official management entities of the site
- III. Use for **free** information and communication materials (brochures, flyers, posters, maps, stickers, letterheads, road signs, site entrances and exits, etc.)
- IV. **Not for commercial** products
- V. **No modification** in any way (proportions, colour, font, contenu, partial use, etc.)
- VI. A **mock-up** must be submitted to CLT/CCE (b.blanchard@unesco.org) for **validation** before printing or production



This logo is created and provided:

- ✓ By UNESCO services only
- ✓ Upon official request to CLT/CCE (b.blanchard@unesco.org), sent by email providing detailed presentation of the project
- ✓ In English, French + potentially the national language of the country upon request
- ✓ In vectorized pdf format (allowing graphic work in very high resolution whatever the medium's size)

Rules governing combined logos

Key dates:

- 2007: Ruled by the *Operational Guidelines* + the *UNESCO Directives*
- 2010-2014: Working Group for a revision of the *OG*
- 2015: revised *OG* + Annex 14 adopted by the 39th Committee
- 2021: New Graphic Charter of the UNESCO logo




Rules related to the site-generic logo

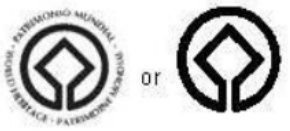
Excerpts from the Annex 14 to the Operational Guidelines

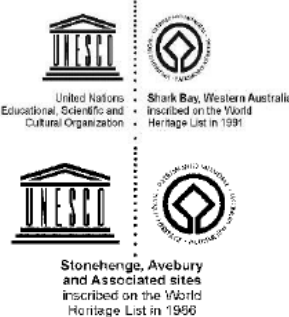

Table of Uses of the World Heritage Emblem



Annex 14

WORLD HERITAGE SITE MANAGEMENT AUTHORITY



Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site management authority (for site-related content)	Type of Logo the WH site can use	Use of the Logo by the WH site is authorized by	WH Site can authorize the Logo for	Type of Logo the WH Site can authorize	Logo to be used and/or authorized by the WH site
<ol style="list-style-type: none"> 1) Non-commercial publications 2) Communication materials 3) Website, social media, apps, etc. 4) Communication products (such as T-shirts, bags, umbrellas) non-merchandising, for special events 5) Stationery 6) Plaque, flag, banner 	UNESCO/World Heritage site-specific logo	National Commission or World Heritage Centre	<div style="background-color: yellow; padding: 10px; display: inline-block;"> <p>To be updated soon</p> </div>		<div style="text-align: center;">  <p>United Nations Educational, Scientific and Cultural Organization</p> <ul style="list-style-type: none"> • Shark Bay, Western Australia • Inscribed on the World Heritage List in 1991 </div> <p>Possibility to replace “Inscribed on the World Heritage List in” by “World Heritage since”</p>

Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site management authority (continued)	Type of Logo the WH site can use	Use of the Logo by the WH site is authorized by	WH site can authorize the Logo for	Type of Logo the WH site can authorize	Logo to be used and/or authorized by the WH site
<ul style="list-style-type: none"> 1) Non-commercial publications 2) Communication materials 3) Website, social media, apps, etc. when space is limited 4) Communication products (T-shirts, bags, umbrellas, key-rings, pens etc.) non-merchandising, for special events 5) Plaque, flag, banner 	World Heritage Emblem	National Commission or agency or World Heritage Centre	/	/	

Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site Management Authority (continued)	Type of Logo the WH site can use	Use of the Logo by the WH site is authorized by	WH site can authorize the Logo for	Type of Logo the WH site can authorize	Logo to be used and/or authorized by the WH site
Road signs, highway signs	Choice of the logo according to the kind of sign and its location: UNESCO/World Heritage logo in full or simplified with site's name underneath	National Commission or World Heritage Centre	To be updated soon		 <p>United Nations Educational, Scientific and Cultural Organization • Shark Bay, Western Australia Inscribed on the World Heritage List in 1991</p> <p>UNESCO • Stonehenge, Avebury and Associated sites inscribed on the World Heritage List in 1998</p> <p>Text under the name of the site is optional. Possibility to replace "inscribed on the World Heritage List in" by "World Heritage since"</p>
	World Heritage Emblem	National Commission or World Heritage Centre			

Uses and purposes	Uses		Authorization		Graphic illustrations
World Heritage site Management Authority (continued)	Type of Logo the WH site can use	Use of the Logo by the WH site is authorized by	WH site can authorize the Logo for	Type of Logo the WH site can authorize	Logo to be used and/or authorized by the WH site
Commercial use	UNESCO/World Heritage site-specific logo	Director-General of UNESCO	To be updated soon	To be updated soon	 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Shark Bay, Western Australia Inscribed on the World Heritage List in 1981</p> <p>Possibility to replace: “inscribed on the World Heritage List in” by “World Heritage since”</p>
	World Heritage Emblem	National Commission			 <p>or</p>

Specific case: serial sites or very large sites including several/various elements/monuments/places

Uses and purposes	Uses		Authorization		Graphic illustrations
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<ul style="list-style-type: none"> 1) Non-commercial publications 2) Communication materials 3) Website, social media, apps, etc. 4) Communication products (T-shirts, bags, umbrellas, key-rings, pens etc.) non-merchandising, for special events 5) Stationery 6) Plaque, flag, banner 	UNESCO/World Heritage site-specific logo, preceded by the mention "Xxxx [name of the element/monument/place], part of"	National Commission or World Heritage Centre	<div style="background-color: yellow; color: red; padding: 10px; font-weight: bold; font-size: 24px;">To be updated soon</div>	<div style="background-color: yellow; color: red; padding: 10px; font-weight: bold; font-size: 24px;">To be updated soon</div>	Xxxx part of  <p>United Nations Educational, Scientific and Cultural Organization</p>  <p>Route of Santiago de Compostela inscribed on the World Heritage List in 1993</p>

Exemple of use for site-generic logo

Commemorative plaque of the site:

- ❖ The plaque should be so placed that it can easily be seen by visitors, without disfiguring the property;
- ❖ The choice of materials and format, left to the discretion of the site, should respect the spirit of the place;
- ❖ The WH emblem or the site-generic logo should appear on the plaque;
- ❖ The text should mention the property's OUV;
- ❖ The text should make reference to the World Heritage Convention, to the World Heritage List, and to the international recognition conferred by inscription on this List.

Example of text proposed by the Committee :

"(Name of property) has been inscribed upon the World Heritage List of the *Convention concerning the Protection of the World Cultural and Natural Heritage*. Inscription on this List confirms the Outstanding Universal Value of a cultural or natural property which deserves protection for the benefit of all humanity."

Other combined logo

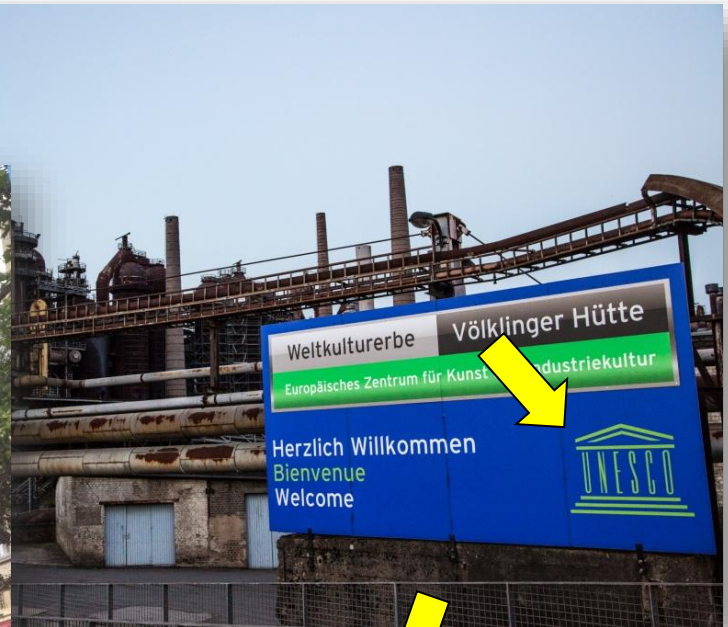


UNESCO + WH Emblem
+ « World Heritage **Convention** »:

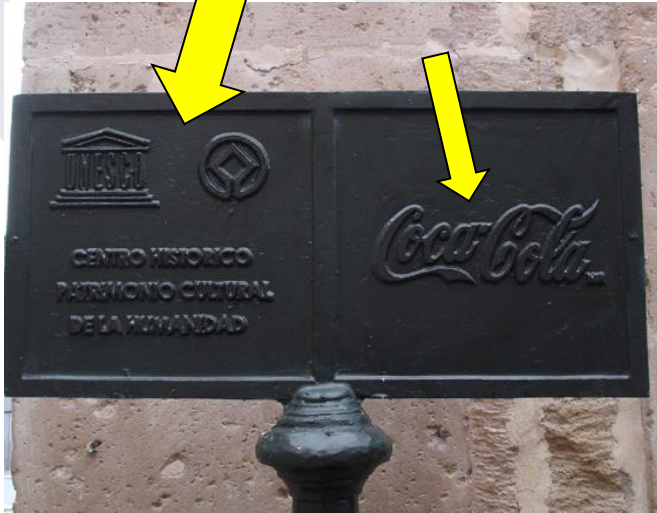
for the **exclusive use of the Secretariat**
of the Convention

MISUSES

Examples of unofficial or unauthorized logos



Or...



Consequences:

- No funds reverted to WH site or WH Fund
- No quality control

Conclusion

- Use logos to promote sites and raise awareness of the World Heritage Convention
- Help us controlling misuse
- Contact us for information, assistance, or to submit a request:

Ms Barbara Blanchard

Culture Sector

Communication, Cities and Events Unit

b.blanchard@unesco.org